

Rep Order# 6852078 Ver# 5 Status Revised  
EC'd Yes Traffic Order# 106562

Printed: 09/13/2012 10:07 AM  
Last Received: 09/13/2012 9:36 AM

Showing Buylines: All Lines  
SC=\*

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) PATRIOT MAJORITY US  
Product Issue  
Estimate# 1770  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P/I/R2E 84/91/1770  
Flight Dates 09/13/2012 - 09/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

— REMARKS —

REV TP LINE 7  
PLEASE CNF

THANKS

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TH-F	M-W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/13-09/19 09/20-09/26	5 1	1 1	5 1	\$3,600.00	
2	TH-F	M-W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/13-09/19	2	1	2	\$2,000.00	
3	TH-F	M-W	7A-9A	TODAY SHOW	:30	\$1,500.00	09/13-09/19	5	1	5	\$7,500.00	
4	SA		6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,	:30	\$350.00	09/15-09/15	1	1	1	\$350.00	
5	SA		9A-930A	NEWS 3 TODAY/WEND	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
6	SU		7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/16-09/16	1	1	1	\$625.00	
*7	SU		930P-10P	CHRIS MATTHEWS SHOW Sales Remark: V5 REV TP V5 Time Changed, Comment Changed	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
8	TH, SU-W		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/13-09/19	3	1	3	\$600.00	
9	TH, M-W		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/20-09/26	1	1	1	\$200.00	
10	TH-F, M-W		9A-10A	TODAY SHOW II	:30	\$900.00	09/13-09/19	3	1	3	\$2,700.00	

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Station	KSNN-TV LAS VEGAS, NV. ( )PATRIOT MAJORITY US				Agency ( )WATERFRONT STRATEGIES				Rep Firm			
Advertiser	Product Issue				3050 K ST NW WASHINGTON, DC 20007				Sales Office ( )PHILADELPHIA			
Estimate#	1770				Agency CPI/P2E 84/91/1770				Salesperson ( )AMY MCCREARY			
Buyer	Sarah Levene	Phone#	Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week
										# of Weeks	Total Spots	Total Cost
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12	TH-F, M-W	12P-1230P	NEWS 3 AT NOON	:30	\$425.00		09/13-09/19	4	1	1	4	\$2,125.00
13	TH-F, M-W	3P-4P	DR. PHIL	:30	\$450.00		09/13-09/19	4	1	1	4	\$2,250.00
14	TH-F, M-W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00		09/13-09/19	4	1	1	4	\$2,800.00
15	TH-F, M-W	430P-5P	NEWS 4 AT 430P	:30	\$700.00		09/13-09/19	4	1	1	4	\$2,800.00
16	TH-F, M-W	5P-630P	EARLY NEWS	:30	\$1,200.00		09/13-09/19	12	1	1	12	\$15,600.00
17	SA	5P-630P	KSNN EARLY NEWS	:30	\$650.00		09/15-09/15	1	1	1	1	\$650.00
18	SU	5P-630P	KSNN EARLY NEWS	:30	\$0.00		09/16-09/16	0	0	0	0	\$0.00
19	TH-F, M-W	630P-7P	JEOPARDY	:30	\$1,300.00		09/13-09/19	4	1	1	4	\$5,200.00
20	TH-F, M-W	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00		09/13-09/19	4	1	1	4	\$6,500.00
21	M	8P-10P	THE VOICE	:30	\$6,000.00		09/17-09/17	1	1	1	1	\$6,000.00
22	W	8P-9P	ANIMAL/GUYS	:30	\$2,400.00		09/19-09/19	1	1	1	1	\$2,400.00
23	SU	515P-830P	SUN NITE FBALL	:30	\$10,000.00		09/16-09/16	1	1	1	1	\$10,000.00
24	TH-F, M-W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00		09/13-09/19	3	1	3	3	\$3,300.00
25	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00		09/15-09/15	1	1	1	1	\$1,100.00

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Agency CPTPZIE 84911770  
Flight Dates 09/13/2012 - 09/22/2012  
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26	SU		11P-1135P NEWS 3 NIGHTSIDE		:30	\$1,100.00	09/16-09/16	1	1	1	\$1,100.00	
27	TH-F, M-W	1135P-1235A	TONIGHT SHOW W/ JAY LENO		:30	\$700.00	09/13-09/19	2	1	2	\$1,400.00	

#### —REPORT TOTALS—

Report Totals: 78 / \$82,775.00

#### —SALES MONTHLY TOTALS—

Sep 12: 78 / \$82,775.00

Sales Totals: 78 / \$82,775.00

Station Totals: 78 / \$82,775.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

#### —COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	KVCIW
RA35+	\$304,320	KUNV	KTUD	KVCIW	KVMI	KVUJ	
XXXX		0%	0%	0%	24%	27%	19%

#### —COMPETITIVE COMMENTS—

EST SHARES

Books NOV12  
Demos RA35+

#### —CREDIT RISK—

CASH IN ADVANCE